BLACK-BELT TECHNO-FIX

DIDACTIC CARTOONS, SELF-RIGHTEOUS OPINIONS, AND OBNOXIOUS IN-JOKES. #1

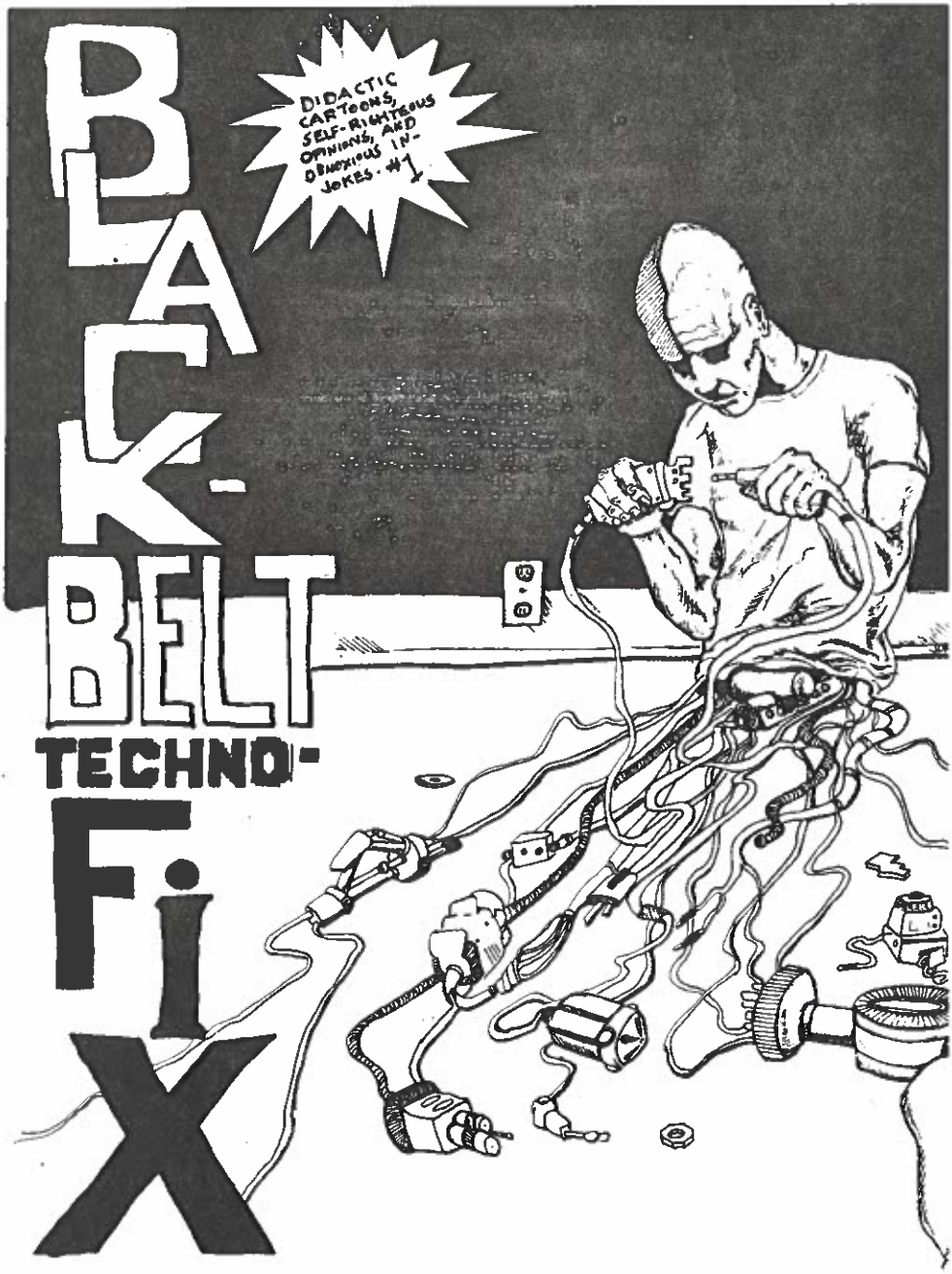

Fig. 2A.

write to:

Jason read
p.o. box 763
hampshire clg.
amherst, ma.
01002

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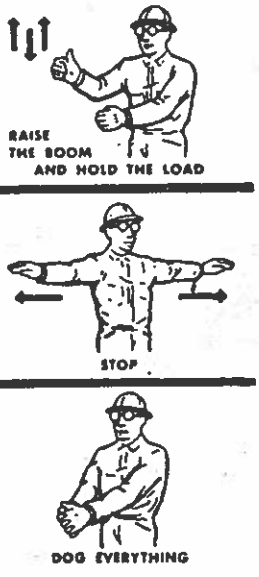
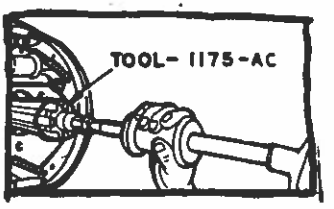
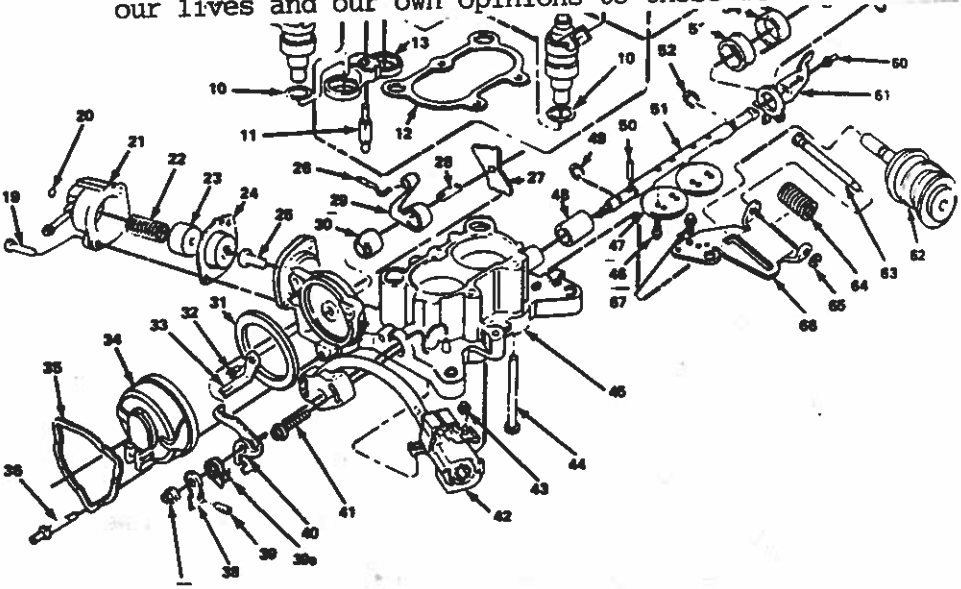


Blackbelt Technofix, I first thought of the title while working on a paper on housework, women, and advertising campaigns for household appliances. I don't think anyone I told liked the name, they just sort of forced a smile and hoped that I would realize that it is a stupid title for a zine. The less other people started to like it the more I started to like it, I thought of it, it makes me happy. I guess that is sort of the whole point of putting out a zine, naming, writing, and drawing what I like and think regardless of what others may think about it. That sounds really self -indulgent I know, but the end result of this sort of self expression, of people putting out zines records and whatever because they want to, is communication. Communication of all different types of voices, through all different types of means, from sloppy zines banged out on mom,s typewriter and four track justlearnedguitar cassette releases to mass media standards type standards of production and clarity. The point isn't production or talent or having the new sound or new look, but just putting it out because every opinion, every voice, every point of view matters.
The mainstream media on the other hand, constantly reiterates the exact opposite idea. With every creator/marketer who is applauded as genius, with every celebration of talent comes the idea that whatever you normal everday person does or says could never be as worthwhile. Your voice can not be heard over the roar of applause for the self-dubbed geniuses and mega idols in the celebrity cash crop. The publishing houses and printing presses are supersaturated with the mediocre products of name brand authors, because names like Stephen King and Danielle Steele move units and your name does not. THe record industry is dominated by carbon copy fashionites who crank out the anthems of the status quo in dolby sound. The rag to riches success stories of those who do achieve coveted stardom, are discovered, as they say it prove simply



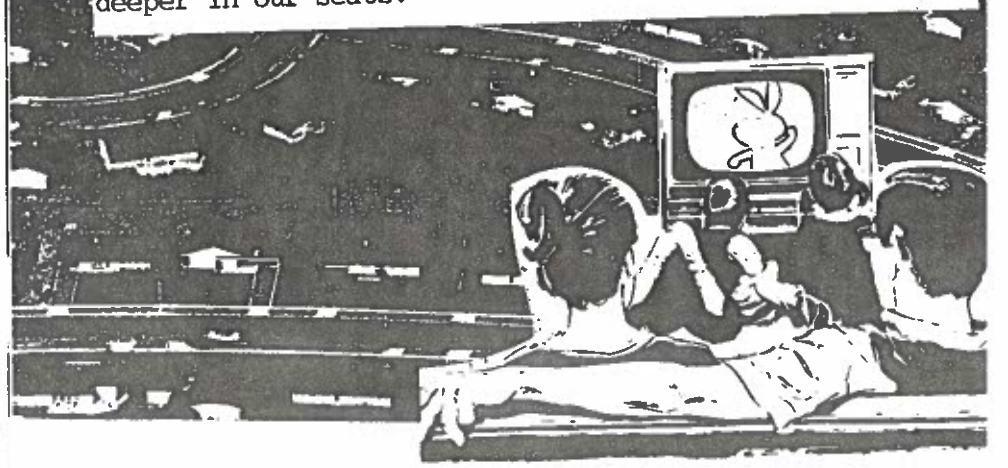
that your chance of being heard are about the same as the chance you have of being killed by electric eels. Do you want to be heard? Write a letter to the editor, there you can see your words shrunken and reduced to fit on a page no one reads anyways. Or form a cover band, you know, FREEWILL in the spirit of Rush or IMMIGRANT SONG in the tradition of Led Zeppelin, of course it is no fun but at least that way people will come to hear you.

Of course i leave myself open for plenty of nit-picking, "If you are so anti-talent- pro expression why don't you own the THIS END-UP! "songs about being straight and having bleached flat-tops" ten song cassette?" Truth is despite what I have said about talent there is a great deal of stuff that I don't like, but my point is expression versus consumption. Whenever you or anyone spends six dollars on a movie ticket, you pay for the ticket but you also say in effect "I have two hours free, but nothing I could do or thinkof doing is worth-while so i will pay to have those hours occupied for me." A bit of an extreme idea i know, but it (spending money on entertainment rather than think-ing of something creative to do) is part of the larger idea that our lives are best left up to experts. From the president to Claudia Miller author of <u>How to find the Person You will Love and Live Happily Forever</u>, we surrendor precious bits of our lives and our own opinions to those we think

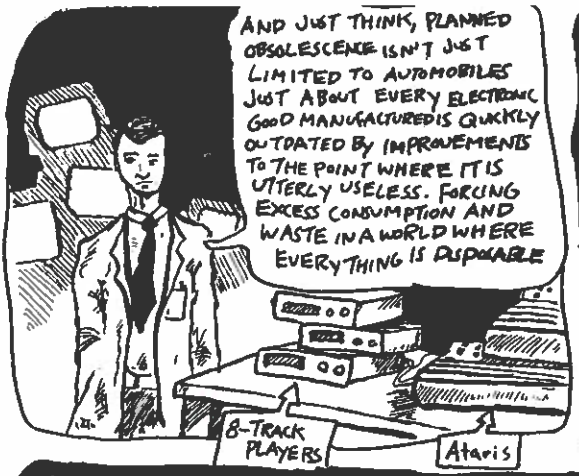


can run it better. Gut level reactions and our own feelings about our own lives are drowned out by sound bytes, talk show experts, and the overwhelming idea that everyone knows what is best for us. Just as people are unwilling to produce any sort of expression of there ideas under the assumption that they lack talent, people are afraid to voice there opinion on any political issue for fear that they may not know what they are talking about. i am not trying to dismiss the importance of education or learning something, but so often learning is left up to professional experts, their pockets loaded with the spare change of vested interests, these experts are really then just experts in complication.

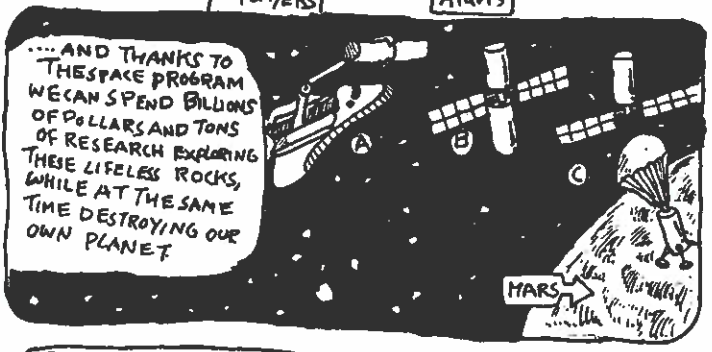
When actual social change is attempted, a move for peace or a more just welfare system , these experts talk about being "realistic" and construct pipe dream dragons such as the domino effect and market incentives to keep the status quo in place.
The entertainment idols of MTV and the world leaders of the cable news networks are connected by more than a flip of the remote control button, they are connected by the idea that we are powerless to do or change anything, connected but the fantasy we concoct during the commercial break, as we sink a little deeper in our seats.

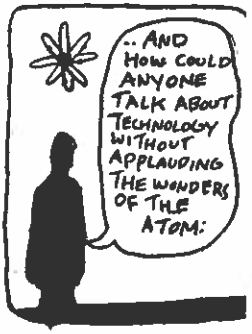


TECHNOFIX (a cartoon)


AND JUST THINK, PLANNED OBSOLESCENCE ISN'T JUST LIMITED TO AUTOMOBILES JUST ABOUT EVERY ELECTRONIC GOOD MANUFACTURED IS QUICKLY OUTDATED BY IMPROVEMENTS TO THE POINT WHERE IT IS UTTERLY USELESS. FORCING EXCESS CONSUMPTION AND WASTE IN A WORLD WHERE EVERYTHING IS DISPOSABLE
8-TRACK PLAYERS
Ataris

TECHNOLOGY ISN'T JUST LIMITED TO CONSUMER GOODS. WE LIVE IN A SOLAR SYSTEM WITH EIGHT LIFELESS, INHOSPITABLE PLANETS...

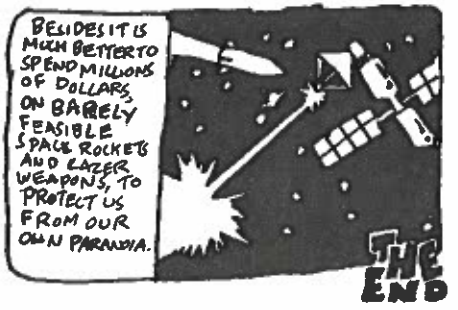

....AND THANKS TO THE SPACE PROGRAM WE CAN SPEND BILLIONS OF DOLLARS AND TONS OF RESEARCH EXPLORING THESE LIFELESS ROCKS, WHILE AT THE SAME TIME DESTROYING OUR OWN PLANET
MARS


..AND HOW COULD ANYONE TALK ABOUT TECHNOLOGY WITHOUT APPLAUDING THE WONDERS OF THE ATOM:

THERE IS NO DOUBT THAT ALL THE WONDERFUL SAFETY AND SECURITY WE ENJOY AS A NATION IS A RESULT OF OUR HUGE STOCKPILE OF NUCLEAR WEAPONS.

OF COURSE NO ONE WANTS A NUCLEAR WAR, ESPECIALLY WITH D.A.T.S AND VIDEO PHONES ON THE WAY.

BUT PEACE TREATIES AND ARMS REDUCTION AGREEMENTS DON'T WORK, YOU CAN'T TRUST ANYONE.

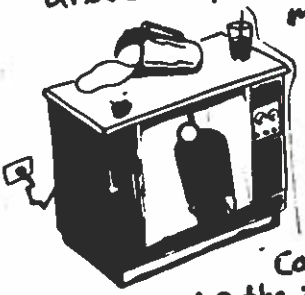

BESIDES IT IS MUCH BETTER TO SPEND MILLIONS OF DOLLARS, ON BARELY FEASIBLE SPACE ROCKETS AND LAZER WEAPONS, TO PROTECT US FROM OUR OWN PARANOIA.
THE END

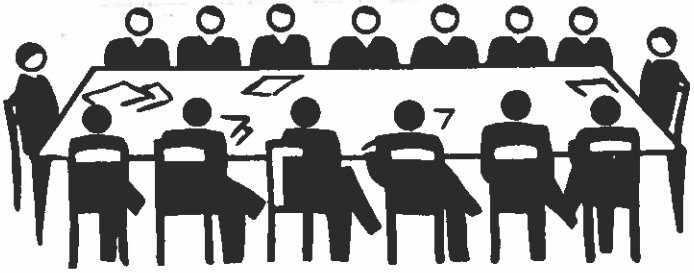
Relative worth

Everything has its price, minimum wage is $4.25, while the average price of a blow-job is a little more than twice that, ten dollars. I bet you think that sounds pretty tragic. You forget that we are talking about decisions made by RATIONAL INDIVIDUALS in a FREE MARKET ECONOMY, in which everything is priced according to demand and everyone has the option of finding a higher bidder. Of course in order to understand the rational basis of economics it is important to discard such sentimental notions as the pricelessness of life, life may be priceless but that just means that it is an untapped resource with an under developed market, but this is changing, for example the average cost of an execution is 89¢, that average takes into account all the varying methods employed from the affordable traditional electric chair to the somewhat pricey but-oh-so humane lethal injection (Upon mention of Lethal injection the democrats in the back room applaud and pat themselves on the back for being so darn conscientious), the 89¢ average does not take into account such variables as State and local taxes, price of a last meal or the price of providing the doomed with a Clergyman of choice. Several top economists have shown that even this negligible cost could be turned into a profit by charging

admission, selling refreshments, a merchandise line, and the effective manipulation of videocassette and syndication rights. Admission price would be set at $5.00 (with appropriate discounts for senior citizens). This is two dollars more than your average videocassette rental, but still only half the price of your average blow job. The average consumer would be sure to find this to be a bargain for his entertainment dollar. In an independent market survey taken in three key cities 85% paid admission to the execution, 10% remarked that Hook had just been released on video, and 5% opted for the blow job. (For more statistical information regarding sex acts see Schenauer and Schenauer Profiting from Degradation and Sexism: A Handbook for Entrepreneurs)

An 85% share of the entertainment market is an impressive profit incentive. This is compounded by the fact that executions like sporting events have a certain allure of authenticity, that is a majority of the appeal comes from the viewers impression that he is watching a unique event that will happen only once. Thus it is unnecessary to devote costly time and energy to copyright regulations. The execution market is also unique in that it is by nature a monopoly, it is illegal for anyone other than the government to carry out executions. The corporation that negotiates a contract with the government then has complete control of the industry. With increased competition from overseas corporations in the industrial and consumer product industries; it is important for American corporations to move into this lucrative new industry. Perhaps the key to ending the recession is an execution based economy.





BREAST·TALKER
a study in socio-biology

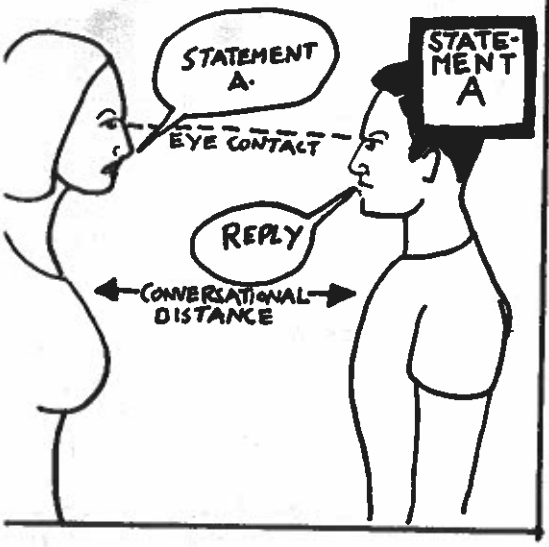


Figure 1.

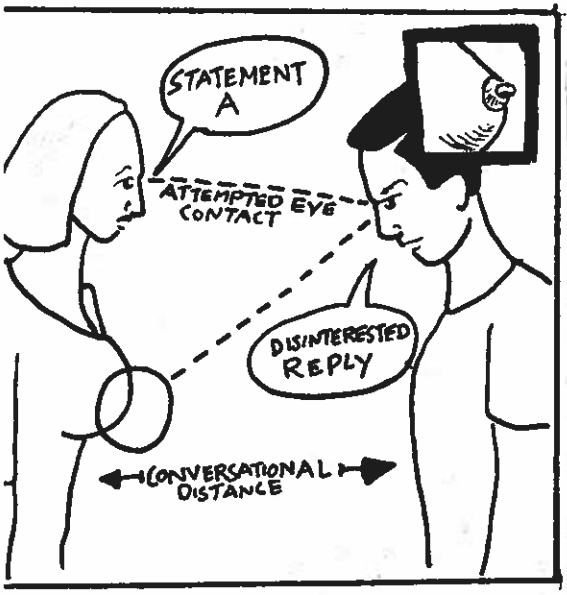


Figure 2.

The act of breast talking or more simply put the intense gaze the male will often focus on the female breast during conversation is a natural act documented in many animal species. Some theorize that it may be a genetic memory of a behavior displayed by baboons and other pack primates in which the male must assess the pregnancy status of females by examining the swelling of mammary glands. Other theories point to the dawn of man, in which man traveled on all fours at that time the posterior or anus was the primary visual erotic stimulation, the breast or cleavage awaken this primal memory and thus stir the natural drives in contemporary man. Regardless of the origin man has an innate and natural instinct to focus his eyes and attention on the female breasts. Even to this date the practice of breast talking provides useful information for the male, the size of breasts, the degree to which they are exposed to view, and the quality and nature of undergarment provide information (like that received by baboons) as to what the males chances of mating may or may not be. The female of course expresses herself this way, and her breasts reveal her true intentions and desires. Breast talking is thus the true communication between the sexes, it is the level of communication at which the females true desires and the males true intentions are expressed as opposed to the conflicting and deceiving language of verbal communication.

I am a little unsure whether or not the breast talker page makes sense to anyone but me. I knew that I wanted to write something about the objectification of womyn, the way in which women are often "checked out" more than they are listened to, and my writing tends to drift to sarcasm rather than any sort of clearly expressed op/ed piece. Socio-biology kind of got thrown in, not because I am that concerned about out dated pseudo-scientific theories in particular, but the idea that human sexuality (as it is expressed in the singles bars and stripper joints) has anything to do with some sort of natural instinct is ridiculous. The references made to man's uncontrollable drives and womyn's natural deception and eventual submission, which are based on the mating habits of primates and stick-bugs, ignore the information that surrounds our daily lives. From the games we are taught to play as children to the advertisements for new cars we are bombarded with a myriad of inter-connected ideas regarding our sexuality. I don't feel the need to go into this, nor am I trying to answer the whole debate between social conditioning and innate behavior in the pages of my zine. I just want to know, why is it that the only time I hear any mention of "natural" tendencies in human beings is when it has something to do with sex(ism) or violence?

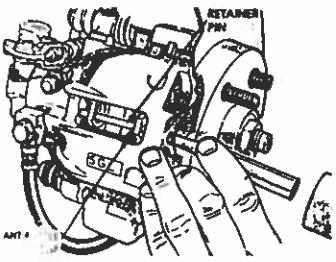


Fig. 18.

Fig. 19.

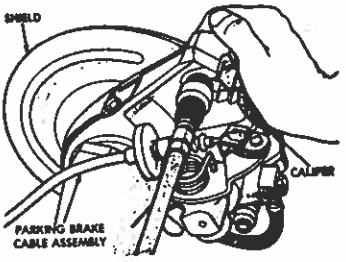


Fig. 20.

The idea of someone being a breast talker, carrying a conversation with a womyn with his eyes fixated on her breasts struck me in such an odd way. It makes me think of the coffee/pastry shop where I used to work, and the male employees who would pretend to rearrange pastries in the glass pastry case so they could look up the skirts of womyn standing at the counter. Is it what they see that makes them want to look, or is it the power in being able to subject someone to their gaze??

BOOK REVIEWS

This is the second time that I have tried to write this book review section, the first time it came out to read more like a book report section the only thing that was missing was the faint smell of chalk dust and the lump in my throat from having to present my book report in front of the class, so I am going to try again. I read Manufacturing consent: The political Economy of the Mass Media, by Edward S. Herman and Noam Chomsky late last summer, I had been home (my mothers house in cleveland) for about two months, and at home I tend to encounter a great deal more mass media than I would otherwise. I guess encounter is not exactly the right word, I sort of developed an intimate love/hate relationship with the glossy pages of Time magazine. I remember with particular fondness the cover story "Evil: does it exist, or do bad things just happen?" with its dramatic photo captions that asked "Is Saddam Hussein Evil?" and "Is Nature Evil?". Of course such obvious examples of cheap mass media sensationalism are merely the cynical observations of a bored college student home for the summer compared to the stuff Herman and Chomsky come up with in their book. The basic premise of the book is that the "free press" works through a system of what the authors call screens, these screens range from the economic considerations of appealing to advertisers and selling papers (or whatever) to the ideology and biases of those reporting the news, the end result of such screens is that the media ends up presenting a picture that is does not differ too much from the point of view the state department wants presented (little inquiry into the claims made by the government etc.) Herman and Chomsky follow this plausible hypothesis with a great deal of proof, tracing the history of the media's coverage of the united states involvement in central america and the middle east, and ending with an amazing critique of the statement presented by conservative think-tanks that the liberal tendencies of the media was responsible for the lack of support and eventual pull out of vietnam. This is one book which really affected my thinking, whenever I read a

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14

(more or Less)

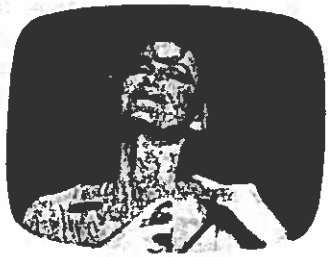
newspaper or watch the news on television I end up thinking about it in some way or another. Herman and Chomsky's book does not simply critique the mass media, but it also provides a sort of alternative way of reading the media.

Sometime last semester while wandering through used bookstores to find cheap copies of the books I needed for classes I stumbled upon a copy of We by Yevgeny Zamyatin. The one I saw had this interesting drawing of several sets of hands overlapping on the cover. The book stuck in my head and I ended up borrowing a copy at the end of the semester (The cover of the copy I borrowed was not as interesting, it was printed during the fifties when they made all books vaguely related to science fiction look like promo posters for Lost in Space) . I ended up reading most of the book some where along the New York thruway crammed in the back seat of a car. The book is basically a retelling of the soviet unions transformation from revolution to stalinism in the form of a science fiction novel. Zamyatin's ideas about revolution and the individuals relation to society shine through his rather lackluster story in which the buildings are made out of glass and the dictator of the future literally liquidates dissidents with a huge machine. I guess it is only worth reading if you are a big fan of the whole dystopian genre, if you can get a copy with some sort of introduction about the author's life it is better.

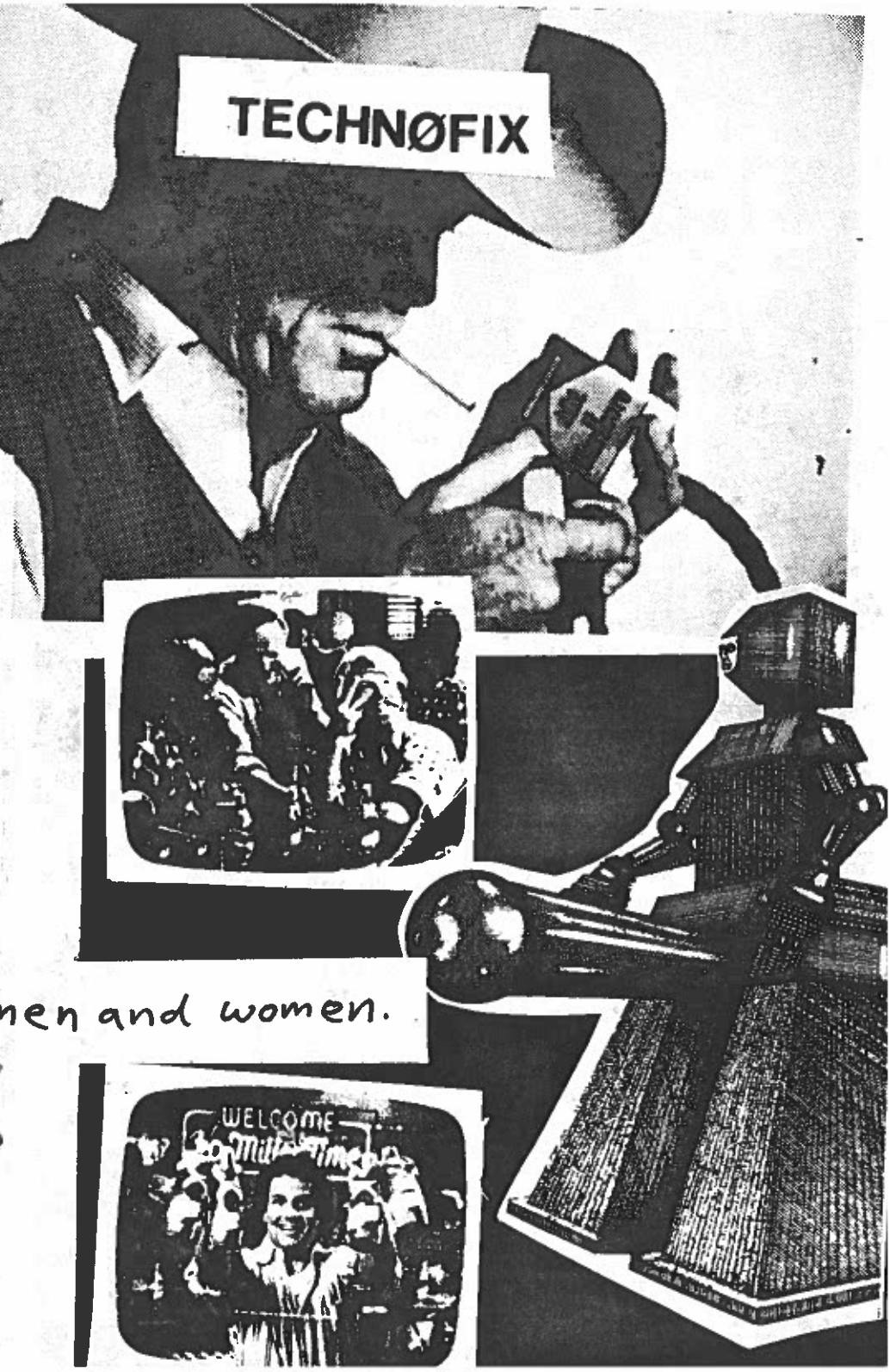
I am sure all of the liberalpostbeatnikcollegeprofessortype bookstores in your area have several copies of Declarations of Independence by Howard Zinn by now, it is the companion piece to Zinn's A People's History of the United States. The subtitle of this book is "cross-examining american ideology" and basically what Zinn does is use his vast knowledge of history to critically examine the realities behind such ideals as free speech and representative government. Zinn's anger in some sections like the section on "just" versus unjust wars is something I did not really expect to encounter from someone who seems to have marginal mainstream acceptance, especially in this age in which "love the troops, hate the war" a strong anti- war message.

In terms of factual information the section on free speech, in which Zinn provides a complete history of the governments almost complete nullification of any true free speech, is the most amazing. The books worst parts are those in which Zinn finds it necessary to not only discuss american ideology but to offer his own alternatives as well, it is not that offering alternatives is a bad idea it is just that these parts are the most poorly written, I don't know, there is something about his long section on guaranteed income that rubs me the wrong way, it is as if I am being talked down to, I am sure that it is news to some people though...patronize your local library before print is dead.

BLACKBELT



The zine for real


TECHNØFIX
nen and women.
WELCOME

demagogue's

volume one (freedom)

Freedom rings, from the speech writer's pen to the misdirected thoughts of a pimply cadet at bayonet practice. Everyone seems so good at talking about freedom, it is one everyone's lips, it is what separates us from them they say, (Of course who exactly is them this week is hard to tell, it is best to check the nationalities of the villains on prowrestling). It is not so often defined, this freedom. We are free to choose from thirty six cable channels, we are free to choose from a variety of underarm deodorants We are free to shop till we drop. We are free to enjoy any of the nations major theme parks. We are free to enjoy wet T-shirt contests. and most of all we are free to spend forty hours a week at the rational free market employer or fast food franchise that offers us the most for our hours of boredom and repressed urges, and all the while we are free fear that if we are not reasonable, and realistic, do what the boss says, we are free to freeze to death on the streets. Of course this freedom does not come free it must be paid for in sacrifice, in carpet bombing, valiant sacrifice and atomic submarines. It must be paid for by those who give their lives freely, freely with the assistance of a national advertising campaign, promises about a career in electronics, and when necessary the threat of prison.

guidebook

volume two (liberty)

I saw that candidate on television today, you know the one, I forget his name, he was talking about liberty, huh? It is a bell, it is in philadelphia or pittsburg or someplace. It is famous because they cracked it when we won some war. Anyways, he was talking about welfare, about all of those people who get loads of money on welfare, people who just sit around the house all day watching television, watching cable television, and eating candy they bought on food stamps. He said that it was because of all those people that our taxes are so high, and they also mess up the economy and that is why the japanese make everything. He was talking about how we should cut welfare, that way they would learn the value of dollar and get to work. What? well yeah he said something about them being black, but that is not racist it is being realistic, I mean it is in their culture, being lazy, that is why africa is in such sorry shape. What do you mean what does that have to do with liberty? I think that is what the guy on television said that liberty meant having everyone look out for himself and not taking care of anyone who won't pull his weight. Huh? I guess that is what the bell stands for, everyone pulling his own weight.

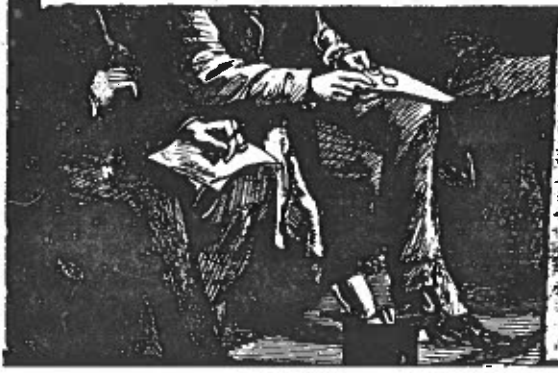
Volume three (justice)

In gaining support for "the war on drugs" (read: decreased civil liberties and increased police powers over the rights of individuals) it is important to follow several simple steps. First in order to invoke middle class fears it is important to provide anecdotal accounts of the harmful effects of drugs, stories involving innocent victims work best, such as small children who consume lethal amounts of cocaine or other drugs imitating an older sibling, (95% of test audience responded with feelings of sadness and anger). After providing appropriate anecdotal information it is important to shift blame away from audience (read: any criticism of the family structure, failure of adults to understand children) to the appropriate target groups (read: racial minorities, the nations of south america, liberal and leftist candidates). It is found that images of racial minorities enjoying wealth and leisure stir up racist feelings in the most liberal of audiences, of course once it is implied that wealth may be a result of the drug trade such effects double. It is then prudent to bring up proposed war on drugs program (military fortification of mexican border, use of armed forces in south america, and increased domestic police powers in regards to search and privacy regulations). If all goes well the audience will regard the anecdotal information as concrete, while viewing such controversial matters as military intervention and decreased rights as abstract and necessary.

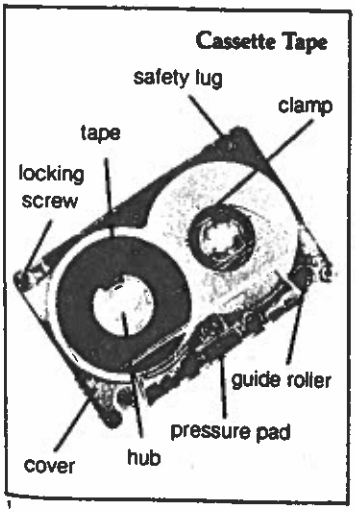
Fig. 11.

Volume four (history)

Let us reflect on our founding fathers, who set foot on this uncharted wilderness, and pressed pen to paper and recorded their hypocrisy with a flair for penmanship and a way with words. Who sought to build a nation on the principles of social contract and representative democracy, while adhering strictly to racist-pseudo-science, religious supremacy, and the scientific principles of socio-biology. Let us now remember those who followed after our forefathers who had the intelligence to develop such ideas as manifest destiny, the scholasticism to find biblical justification for slavery, and the courage to carry out genocide. Let us not forget the great industrialists who rode to fame and fortune on the backs of the fourteen hour workday and presided over the sweatshop floor, littered with the lost fingers of the overworked immigrant children. And what about the great warriors who protected this great nation from Filipino peasants, striking fruit pickers, japanese civilians and vietnamese farmers. Last but not least let us not forget the great reformers, who reluctantly made superficial changes in the face of racism and subtle adjustments in poverty while keeping the power structure of the elite intact.

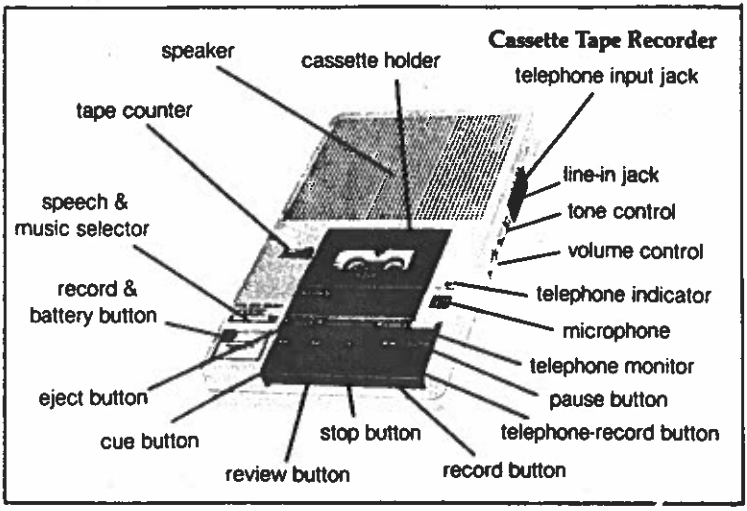


THIS IS THE CASSETTE SECTION OF THE ZINE WHERE I TALK ABOUT CASSETTES AND THE MUSIC THAT IS FOUND ON CASSETTES. THERE IS A LOT OF GOOD MUSIC THAT IS ONLY AVAILABLE ON TAPE. IT IS A REALLY AFFORDABLE WAY TO PUT OUT MUSIC, AND A REALLY AFFORDABLE WAY TO GET INTO MUSIC THAT SOUNDS LIKE IT MIGHT BE SCARY. I HAVE SOME TAPES THAT I WILL TELL YOU ABOUT. BIKINI KILL HAVE A TAPE CALLED "REVOLUTION GIRL STYLE NOW" WHICH IS A PERFECT TAPE OF GREAT PUNK ROCK WITH A CAPITAL "P," WHAT PUSHES IT OVER IS THE VOCALS OF KATHLEEN HANNA WHICH RANGE FROM A MOCKING SORT OF DADDY'S LITTLE GIRL TO ANGRY GRRL POWER. IT ONLY COSTS FOUR DOLLARS FROM SIMPLE MACHINES, 3510 NORTH EIGHTH STREET, ARLINGTON VA 22201 FOR THE SAME PRICE YOU CAN ALSO GET TSUNAMI "LOW ARCADE" THE FIRST RECORDING OF THESE YOUNG UPSTARTS. EVER RIDE YOUR TRICYCLE DOWNHILL SO FAST THAT THE PEDALS START TO SPIN IN A BLUR AND YOU HAVE TO BALANCE YOUR LEGS ON THE HANDLE BAR, AND YOU JUST END UP ENJOYING THE FEELING OF BEING SORT OF OUT OF CONTROL.



THIS SOUNDS SORT OF LIKE THAT. IF TRICYCLE METAPHORS ARE NOT YOUR STYLE THEN FROM THE SAME PRICE AND PLACE YOU COULD GET A WONDERFUL TREAT A COMP THAT DOCUMENTS THE SECRET OLYMPIA-D.C. CONNECTION WITH BRATMOBILE, SPRAY PAINTED LOVE AND SPECIAL BIKINI KILL-NATION OF ULYSSES HYBRID BANDS SUTURE AND WONDERTWIN. BROUGHT TOGETHER IN THE MAN'S SECRET UNDERGROUND LAIR. SIMPLE MACHINES ALSO STILL CARRIES GEEK "ERASURE" FOLK-POP-EMO-PUNK IS JUST A SILLY STRING OF MUSICAL CATEGORIES COMPARED TO THE SIX SONGS OF WONDERFULLNESS ON THIS TAPE. CANDY MACHINE ALSO HAVE TWO TAPES, ONE OF WHICH

I DON'T HAVE YET, AND THE OTHER ONE MY FRIEND BORROWED FOR ABOUT FOUR MONTHS, SO I DON'T QUITE REMEMBER WHAT IT SOUNDS LIKE. YOU GET THE IDEA THAT SIMPLE MACHINES HAVE A LOT OF TAPES, IN FACT THEY HAVE STARTED A "TOOL SET" OF CASSETTE ONLY RELEASES. SO FAR THEY HAVE THE HATED, GEEK A TSUNAMI/HATED THING CALLED SLACK, AND A SOLO PROJECT BY THE DRUMMER OF SCREAM CALLED LATE. ALL ARE REALLY GOOD, AND MAKE AVAILABLE THE STUFF ONLY WAY INSIDERS AND THE BAND'S MOTHERS COULD GET BEFORE. (3.50 EACH, 3 FOR 9 DOLLARS). VERMIN SCUM RECORDS, 76 SUMMERFIELD DR, ANNAPOLIS MD 21403 ALSO HAVE TWO TAPES FOR $4. BEATHING WALKER IS SORT OF LIKE STAYING UP SOME RAINY SUMMER NIGHT WITH MOSS ICON AND A VIOLIN PLAYER. THREE SHADES OF DIRTY IS POST-HATED SOULFUL TYPE STUFF THAT KEPT ME HAPPY THIS SUMMER. THOSE ARE ALL OF THE CHEAP TAPES THAT I CAN REMEMBER RIGHT NOW. OH YEAH, I ALSO SENT AWAY TO BLACKLIST FOR TAPE BY THE WINONA RYDERS I HAVE NOT HEARD IT YET, BUT IF I DON'T LIKE IT I AM ONLY OUT 3 DOLLARS. TWO TAPES I FORGOT TO MENTION ARE D.C. SCENE WITH DESIDERATA, TSUNAMI AND 18 OTHER BANDS, AND YOU CAN'T EAT MUSIC IS A BENEFIT COMP WITH MOSS ICON AND TSUNAMI, BOTH ARE 4 DOLLARS FROM SMR. I HAVE TO ADMIT THAT THIS IS POOR JOURNALISM, MORE THAN ONE OF THESE TAPES MAY BE NO LONGER AVAILABLE, SO WRITE CAUTIOUSLY, AND DON'T MENTION ME.



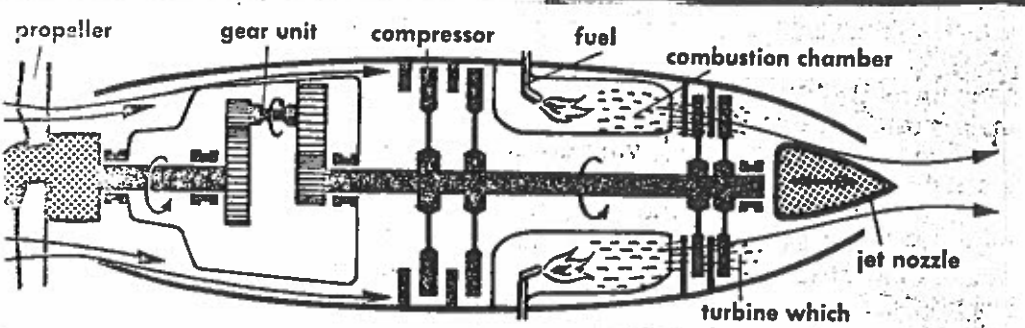
Sound is recorded on *magnetic tape* by passing the tape over a *recording head*. Most cassette recorders have *built-in microphones* but are designed to work with *external mikes* as well. They are *battery-powered*, have *rechargeable battery packs* or *AC power cords*.

DISJOINTED UNTITLED THOUGHTS

Rich white kids in the town where I grew up often cruise the tree lawn bordered streets in their graduation gift cars, blasting the latest Ice Cube cd out of alpine speakers, hats cocked in just the right direction. It is the new archetype of toughness, and it is not just them, the sales of Oakland Memorabilia is way up, as well as LA Kings, starter jackets in general, X caps, and silver tipped canes. The look of the black urban gangster, as presented by the record executives and film producers, is hot, stirring nightmares in the air conditioned bedrooms of the suburbs and selling merchandise and movie tickets at the shopping mall. To be tough, to be male, is to be a cryp or the closest facsimile, and in front of the glowing t.v. screens suburban kids watch rap videos and practice calling their girlfriends bitch.

In the town where I go to college, the streets are lined with counterculture shops where you can purchase the spiritual healing of the ancient Hopi, the bestsellers of Carlos Castenada, and hand made moccasins. College students enroll in Native American studies classes, to find out how to get in touch with nature like those oh so spiritual Indians. At the local art theater the screen glows bright with valiant indians fighting in vain against superior technology, (with the required white celebrities in the director's chair and taking up most of the screen time), sort of like the thinking man's Ewoks. After leaving the theater you can take a walk down to the natural history museum, where the Indian exhibit is squeezed between the display of bears of north america, and skulls of pre-historic primates.

There is of course a great deal of racism to such representations. Disguised by all sorts of talk about how it is in their "culture", and what 'they are really like. I have listened to my relatives sit around dinner tables and discuss the natural spirituality of "those Negroes," and the natural frugality and discipline of the Japanese. Broad generalizations based on nothing more than a few anecdotes, and editorials in Time magazine. Such collective identities leave little room

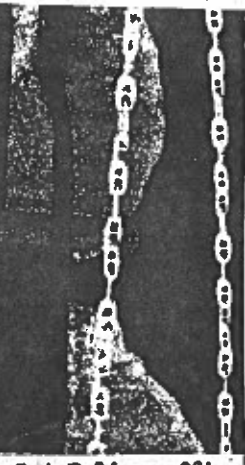


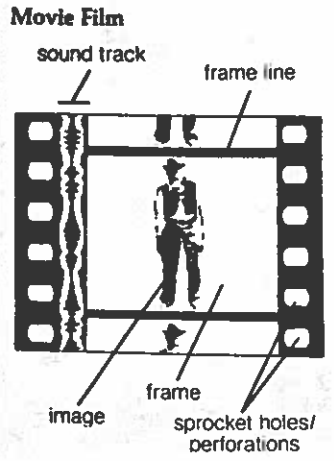
ig. 2 DIAGRAM OF PROPELLER TURBINE ENGINE (*turboprop*)

for an individual to define him/herself as an individual. I went to a high school where kids used to talk about acting black and not acting black, which applied to tastes in clothing, music, and friends. This dichotomy of course feeds right into the new updated form of racism, which allows for the enjoyment of the Bill Cosby show while still muttering about those niggers. All such depictions simplify human nature, only granting a few of the possible human characteristics to each race, the natural spiritual simplicity of native americans, the hot tempered, lazy latin americans, and the anger and severity of Arabians. Of course even what would be positive characteristics fit this pattern, the financial wizardry of the Jewish and the discipline of the japanese. Only the group that is making such distinctions is allowed any wholeness free from race or what is called culture, (in this case the white suburban middle class). These representations are at work in politics, the media (needless to say), and most importantly in the minds of often well meaning isolated suburbanites. People who for the most part work and live with people who are not too different from themselves, who try to understand the world with the information they are given everyday.

This information, like I already said comes primarily from mass media sources that have more interest in the appropriate marketable stereotype than any sort of honesty. What is even more disturbing is the way people go along with such pictures of themselves and others. The neighborhood where my mother lives is I guess what you would call integrated, there are just as many black people as there are white people. But no one talks to anyone, every house is shut off in its own air conditioned or insulated little world, and in between mowing and watering the lawn if you want to find out what your neighbor is like there is always television or the latest album by N.W.A.

Fig. 7.





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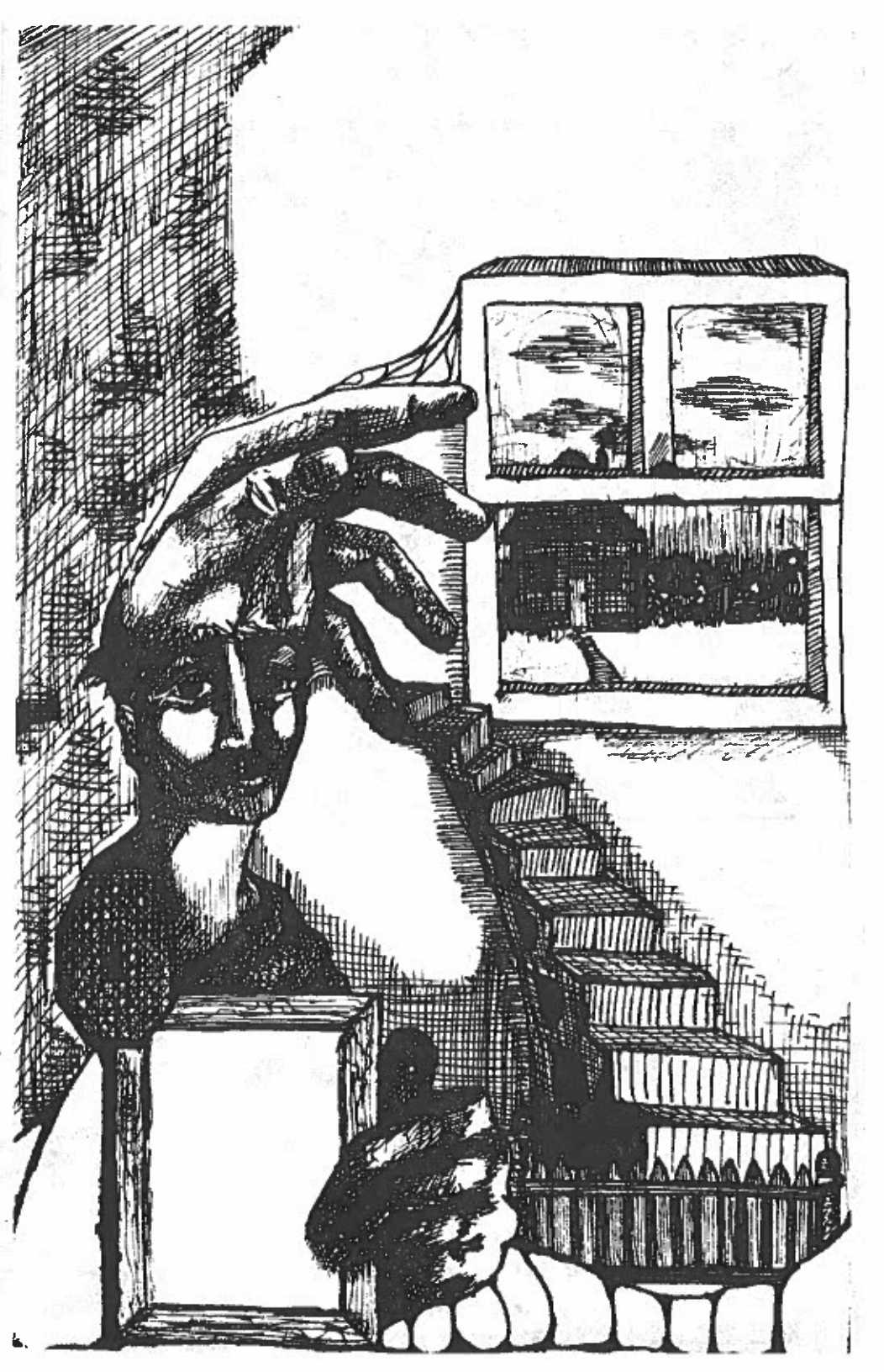
Home for Ex-Media Trends



EINIGE FLUGZEUGE HABEN TÜREN... ANDERE HABEN LUKEN.

又、機種によって扉を使用するものと、ハッチを使用するものがあります

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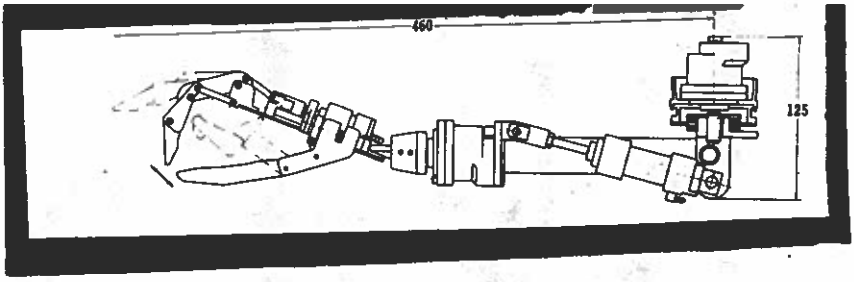
A proud part of the coming information age. Is funded in part by a research grant from Luv Bunni® Press and a large donation from Dan Quayle's Council for Competetiveness. Everything by Me, except for one page which Sara Smith did.



The strong emphasis of totalitarian propaganda on the scientific nature of its assertions has been compared to certain advertising techniques which also address themselves to the masses. And it is true that the advertising columns of every newspaper show this "scientifically," by which a manufacturer proves with facts and figures and the help of a "research" department that his is the "best soap in the world". It is also true that there a certain element of violence in the imaginative exaggerations of publicity men, that behind the assertion that girls who do not use this particular brand of soap may go through life with pimples and without a husband, lies the wild dream of monopoly, the dream that one day the manufacturer of the "only soap that prevents pimples" may have the power to deprive of husbands all girls who do not use this soap. Science in the instances of both business publicity and totalitarian propaganda is obviously only a surrogate for power.

Hannah Arendt <u>The Origins of Totalitarianism</u>
pg. 345

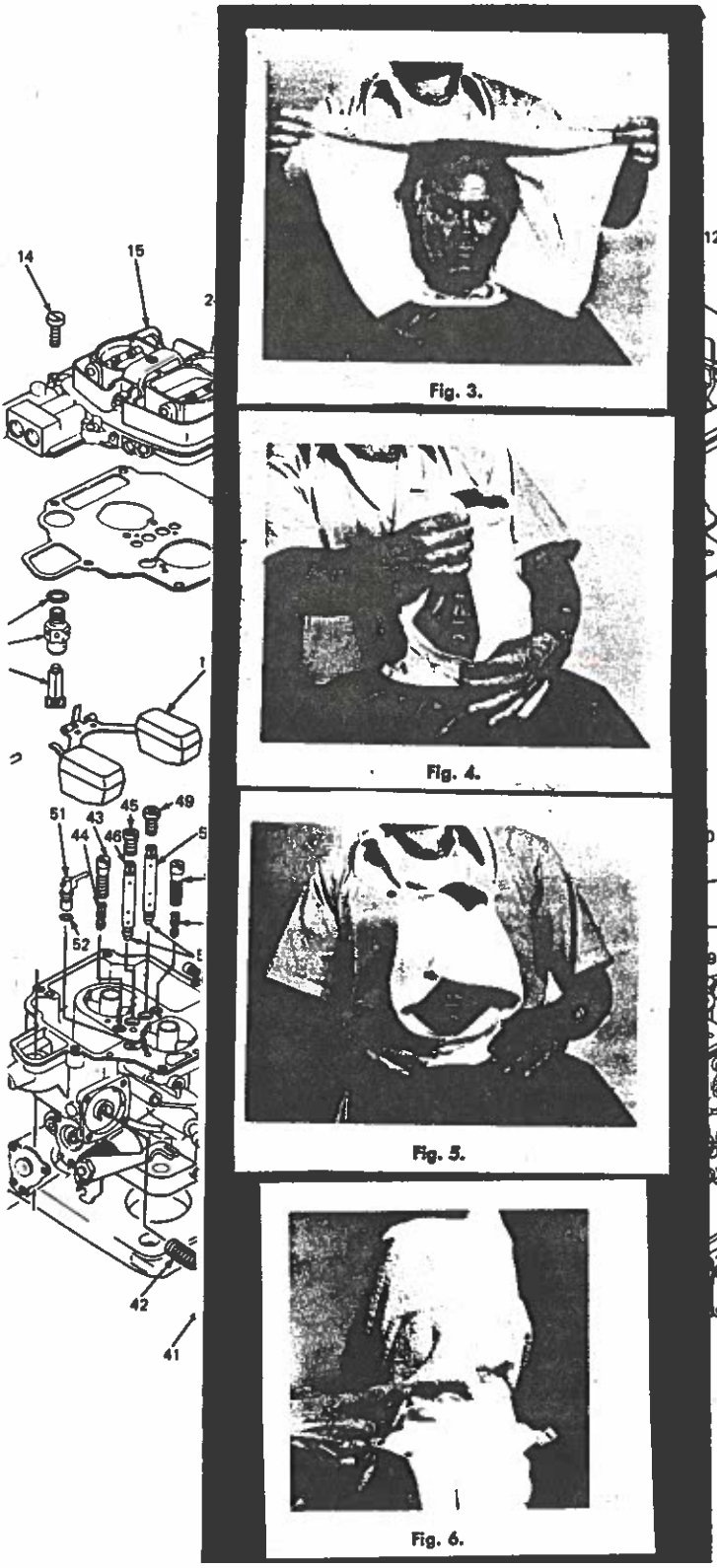


Fig. 3.

Fig. 4.

Fig. 5.

Fig. 6.